AMENDMENTS TO THE CLAIMS:

Please cancel claim 28 without prejudice or disclaimer.

1. (Currently amended) A system for restocking and repricing merchandise, comprising:

a shelf label including information printed thereon for identifying a section of a shelf;

a shelf label holder which holds said shelf label and comprises an illuminating device including a plurality of illuminating sections; and

a hand-held unit which remotely causes said illuminating device to illuminate a section of said plurality of illuminating sections which corresponds to said section of said shelf under a predetermined condition,

wherein said predetermined condition comprises said shelf label holder detecting a wireless signal identifying said section of said shelf.

2. (Original) The system according to claim 1, further comprising:

a host controller for storing merchandise data and planogram data, processing said data and remotely controlling an operation of said hand-held unit and said shelf label holder.

3. (Previously presented) The system according to claim 2, wherein said shelf label holder comprises:

a shelf control unit for controlling an illumination of said illuminating device.

4. (Original) The system according to claim 3, wherein an identifying section of said shelf label is inserted into said shelf control unit.

5. (Original) The system according to claim 4, wherein said shelf control unit comprises:

a receptacle for receiving said identifying section of said shelf label; and

a transceiver for transmitting signals to said host controller and said hand held unit and receiving signals from said host controller and said hand held unit.

6. (Original) The system according to claim 3, wherein said hand held unit comprises:

a transceiver for transmitting signals to said host controller and said shelf control unit

and receiving signals from said host controller and said shelf control unit;

a display device for displaying merchandise data and planogram data;

at least one of a bar code scanner and a keypad for inputting said data into said hand held unit; and

a memory for storing said data.

7. (Original) The system according to claim 3, wherein said host controller comprises:

a memory for storing planogram data and merchandise data;

a display device for displaying said data;

at least one of a bar code scanner and a keypad for inputting said data; and

a transceiver for transmitting signals to said shelf control unit and said hand held unit and receiving signals from said shelf control unit and said hand held unit.

8. (Original) The system according to claim 7, wherein said merchandise information comprises vendor information data, pricing data and inventory data, and wherein said planogram data comprises correct merchandise shelf locations.

9. (Original) The system according to claim 2, wherein said host controller transmits planogram data and merchandise data to said hand held unit and said hand held unit displays said data.

10. (Original) The system according to claim 4, wherein said identifying section comprises at least one of a bar code, a radio frequency identification (RFID) tag and a magnetic identification tag.

11. (Original) The system according to claim 3, wherein said illuminating section comprises at least one of a light-emitting diode, an organic light emitting diode, a liquid crystal display element, a plasma display element, an incandescent light bulb and a light pipe.

12. (Original) The system according to claim 5, wherein said signals comprise at least one of a radiowave signal and infrared signal.

13. (Original) The system according to claim 2, wherein said merchandise data comprises merchandise restocking and repricing information.

14. - 20. (Canceled)

21. (Previously presented) The system according to claim 1, wherein said illuminating device is formed along a longitudinal edge of said shelf label holder.

22. (Previously presented) The system according to claim 1, wherein said illuminating device comprises a plurality of light-emitting diodes (LEDs).

23. (Previously presented) The system according to claim 1, wherein said shelf label holder is connected to one of an upper and lower surface of a shelf for displaying said items of merchandise.

24. (Previously presented) The system according to claim 1, wherein said locations on said shelf correspond respectively to items of merchandise, and

wherein an illuminating section of said plurality of illuminating sections is individually illuminated to indicate a location on said shelf which corresponds to said illuminating section, for one of restocking and repricing an item of merchandise which corresponds to said location on said shelf.

25. (Previously presented) The system according to claim 1, wherein said plurality of illuminating sections correspond respectively to items of merchandise.

26. (Previously presented) The system according to claim 25, wherein an illuminating section of said plurality of illuminating sections is individually illuminated to direct one of restocking and repricing operation for an item of merchandise which corresponds to said illuminating section.

27. (Canceled)

28. (Canceled)

29. (Currently amended) A system for restocking and repricing merchandise, comprising:

a shelf label including information printed thereon for identifying a section of a shelf;

a shelf label holder which holds said shelf label and comprises an illuminating device including a plurality of illuminating sections;

a hand-held unit which remotely causes said illuminating device to illuminate a section of said plurality of illuminating sections which corresponds to said section of said shelf under a predetermined condition;

a host controller for storing merchandise data and planogram data, processing said data and remotely controlling an operation of said hand-held unit and said shelf label holder,

wherein said shelf label holder comprises a shelf control unit for controlling an illumination of said illuminating device, an identifying section of said shelf label being inserted into said shelf control unit, and said shelf control unit comprising:

a receptacle for receiving said identifying section of said shelf label; and

a transceiver for transmitting signals to said host controller and said hand held unit and receiving signals from said host controller and said hand held unit,

wherein said hand held unit comprises:

a transceiver for transmitting signals to said host controller and said shelf control unit and receiving signals from said host controller and said shelf control unit;

a display device for displaying merchandise data and planogram data;

at least one of a bar code scanner and a keypad for inputting said data into said hand held unit; and

a memory for storing said data, ~~and~~

wherein said host controller comprises:

a memory for storing planogram data including a correct merchandise shelf location, and merchandise data including merchandise restocking information, merchandise repricing information, vendor information data, pricing data and inventory data;

a display device for displaying said data;

at least one of a bar code scanner and a keypad for inputting said data; and

a transceiver for transmitting signals to said shelf control unit and said hand held unit and receiving signals from said shelf control unit and said hand held unit, and

wherein said predetermined condition comprises said shelf label holder detecting a wireless signal identifying said section of said shelf.

30. (Withdrawn-Currently amended) A hand-held unit for a system for restocking and repricing merchandise including a shelf label including information printed thereon for identifying a section of a shelf, and a shelf label holder which holds said shelf label and comprises an illuminating device including a plurality of illuminating sections, said hand-held comprising:

a transmitter for wirelessly transmitting a signal to said shelf label holder, to cause said illuminating device to illuminate a section of said plurality of illuminating sections which corresponds to said section of said shelf under a predetermined condition,

wherein said predetermined condition comprises said shelf label holder detecting a wireless signal identifying said section of said shelf.